

## Ch5 | *Disciplined Execution*

# Turning Ideas Into Action

Here are several suggestions on how you can take some of the main ideas of this chapter and begin to implement them immediately. Some of them might work perfectly for you; others will need some adjustment and customization. Read them carefully and start thinking about how you can make them work for you in your organization.

- 1.** Do a financial analysis of lost revenues and the opportunity cost that poor execution has on your business (re-work, missed deadlines, poor quality, lost customers, missed opportunities, holding up other departments...). Post those numbers and have a discussion throughout the organization about what the lack of disciplined execution is costing the entire business, and what everyone feels should be done about it.
- 2.** Take the nine steps I've outlined in this chapter, customize them to your organization, and begin using them at the start of every major initiative to ensure your team follows a step-by-step process for flawless operational execution.
- 3.** Undertake a benchmarking project to measure the effectiveness of your organization against your key competitors and best-in-class to determine precisely where your organization needs to improve.
- 4.** Hold a management meeting or off-site retreat to review all projects and initiatives and ensure they are fully aligned throughout the organization.
- 5.** Create a "guiding coalition" of key people from across your organization to act as champions for disciplined execution and higher levels of accountability. Challenge these people to be a living example of the sort of behavior that you expect from your teams and encourage them to be cheerleaders for Urgency + Discipline.